

REMARKS

This Application has been carefully reviewed in light of the Final Office Action mailed April 4, 2005. At the time of the Final Office Action, Claims 1-4, 6, 7, 9-13, 15, 16, and 18-34 were pending in this Application. Claims 5, 8, 14, and 17 were previously cancelled by Applicants. Claims 1-4, 6, 7, 9-13, 15, 16, and 18-34 were rejected.

Rejections under 35 U.S.C. §103

Claims 1-4, 6, 7, 9-13, 15, 16, and 18-34 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent 6,769,009 issued to Richard R. Reisman ("Reisman") in view of U.S. Patent 6,516,337 issued to Gary W. Tripp et al. ("Tripp et al."). Applicants respectfully traverse and submit the cited art combinations, even if proper, which Applicants do not concede, does not render the claimed embodiment of the invention obvious.

Claim 1

Claim 1 has been amended to recite additional features of the invention, not taught or suggested in the cited references.

At the outset, it is emphasized that neither of the cited references is directed to a service provided by an application service provider. This distinction pervades Claim 1. As an example, Claim 1 recites a staging database, in which the results of the search, the reverse look-up, and the value-add process are stored. It is this staging database that is accessed by the user (a product/service provider) via a web browser. In other words, the data is assembled by the application service provider, for further dissemination to the user of the system.

The arguments herein are focused primarily on the insufficiencies of Tripp as a reference for the reverse lookup and value-add features of Claim 1. Claim 1 has been amended to recite additional details about these features.

One approach to understanding Claim 1 is to recognize that the harvester performs a first search, using keywords are related to products or services that the user of the system is selling. The result of the first search is contact data representing prospective customers. The system then performs a second search, using item of contact data as keywords. This second search is a reverse lookup search for additional customer contact information.

Tripp is not a reverse lookup process. Riesman and Tripp are alternative systems and methods for search engines. There is no teaching or suggestion that the results of one search should be used as a basis for a second search.

The brochures of Tripp are not equivalent to a reverse lookup. The brochures of Tripp are associated with web sites, and provide contact information for that web site. If Tripp were indeed a reverse lookup process, it would involve using a first item of contact data as a basis for a search external to the website, for additional contact data about the same person. Tripp does not teach or suggest this.

Tripp teaches away from the process of the present invention. Tripp is merely a search engine, which uses brochures attached to web sites for obtaining contact information for that website. This is a direct lookup, not a reverse lookup. If it were a reverse lookup, the brochure data would be used for a second search. This is not taught or suggested in Tripp.

Claim 1 has been further amended to recite the value-add process that matches the contact data to profile data about the contact's business. Contrary to the Examiner's assertion, Tripp's brochures are not the same as this process. The value-add process goes to another data source separate from the source of the contact data, and Tripp does not teach or suggest this.

Tripp is essentially a search engine searches websites and brochures attached to the websites. It is not directed to obtaining customer contact data. It does not teach or suggest the various features of Claim 1 directed to obtaining additional contact information, validating contacts, requesting permission to contact the prospective customer, providing a staging database, and providing a mailer process.

Support for the amendments has been set out in previous responses to office actions. Claims 3 and 4 are dependent on Claim 1 and are allowable for the same reasons. The remaining claims have been cancelled to facilitate allowance or appeal.

CONCLUSION

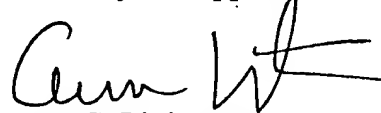
Applicants have made an earnest effort to place this case in condition for allowance in light of the amendments and remarks set forth above. Applicants respectfully request reconsideration of all pending claims.

Applicants enclose a Petition for a Three Month Extension of Time and a check in the amount of \$510.00 for the extension fee. Applicants also enclose a Request for Continued Examination (RCE) and a check in the amount of \$395.00 for the RCE fee. Applicants believe there are no further fees due, however, the Commissioner is hereby authorized to charge any additional fees or credit any overpayment to Deposit Account No. 50-2148 of Baker Botts L.L.P.

If there are any matters concerning this Application that may be cleared up in a telephone conversation, please contact Applicants' attorney at 512.322.2634.

Respectfully submitted,

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